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THE SOCIAL REGISTER
"WHO'S WHO IN DAHLIAS"
1935

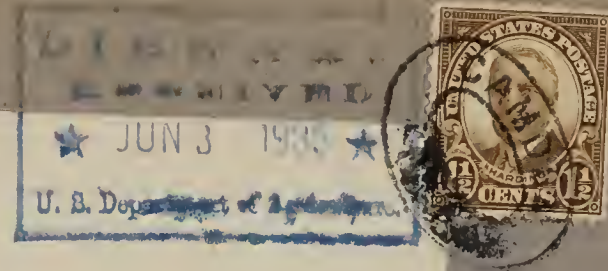
G. J. RATCLIFFE
1130 HADDON AVENUE
CAMDEN, N. J.

Member;
American Dahlia Society
Camden Dahlia & Horticulture Society

U. S. DEPARTMENT OF AGRICULTURE,
WASHINGTON, D. C.

BUREAU OF PLANT INDUSTRY
Fruit and Vegetable Crops and Diseases

oro 8-3591



"THE SOCIAL REGISTER"

"WHO'S WHO" IN DAHLIAS

Introducing 24 OF THE 1935 "Debs"

AMERICA'S SWEETHEART

AN IMMENSE, FAULTLESS, PURE YELLOW INFORMAL

CALIFORNIA'S IDOL, I.D.

Another GEM from Jersey

WENOKA, F.D.

— Yellow Murphy's Masterpiece —

Watch it Score Next Fall.

Sensational Western Production

Plants \$10.50 - Rooted Cuttings \$7.20

Roots \$21.00 — Plants \$10.50

Resy Mauve Plants \$8.00

No Dozen Lots

Rooted Cuttings \$7.20 ea. \$55.00 doz.

Rooted Cuttings \$5.50 ea. \$49.00 doz.

Angelo Russi-I. D. MELLOW APRICOT-Plants \$6.00 - Cuttings \$4.00 ea. - \$37.00 doz.

	Roots Each	Plants Each	Rooted Cuttings Each Doz.
Adirondack Sunset, I.D. Scarlet & Yellow....		4.25	3.00 25.00
Buckeye Queen, F.D. Lavender		4.25	3.00 25.00
Cameo Queen, F. to I.D. Peach.....		4.25	3.00 25.00
Calvalcade, F.D. Old Rose.....		4.25	3.00 25.00
Cape May, I.C. Violet Rose.....		6.00	4.00 37.00
Century of Progress, F.D. Royal Purple.....		6.00	4.00 37.00
City of Cleveland, I.D. Rust Red.		4.25	3.00 25.00
Cornelia Brice Pinchot, I.D. White.....		6.00	4.00 37.00
Daddy Kemp, I.D. Purplish Red.....		4.25	3.00 25.00
Forest Fire, I.D. Red and Yellow.....		5.00	3.35 33.75

	Roots Each	Plants Each	Rooted Cuttings Each Doz.
Golden Hoard, I.D. Golden Yellow.....	8.25	4.25	3.00 25.00
Golden Standard, I.C. Yellow		4.25	3.00 25.00
Happy Choice, I.D. Salmon Orange.....		4.25	3.00 25.00
Hi—Plane, S.C. Red & Silver		4.25	3.00 25.00
Hunt's Velvet Wonder, I.D. Purple.....		6.00	4.00 37.00
Kay Francis, S.C. Light Yellow ..		4.25	3.00 25.00
Olympic Sunset, S.C. Apricot Orange.....		4.25	3.00 25.00
Orange Lady, I.D. Orange.....		4.25	3.00 25.00
Shalamar, F.D. Poinsetta Red		6.00	4.00 37.00
Mrs. Geo. Le Boutillier, I.D. Red.....		5.00	3.35 33.75

OTHER RECENT INTRODUCTIONS

Amelia Earhart, S.C. Coral.....		1.50	1.00	9.00	King of the Yellows, F.D. Yellow.....			.65	4.50
American Legion, S.C. Yellow.....	1.50		.65	5.00	La Fiesta, I.D. Yellow & Red.....		1.25	.75	6.75
Arcturus, F.D. Red & Yellow.....			.75	6.75	Lady Moyra Ponsomby, I.D. Yellow.....			.75	6.75
Blue Train, F.D. Blue Purple.....		1.50	1.00	9.00	La Reina de Losangelese, S.C. Pink.....	6.00	3.00	2.00	19.00
Buckeye King, F.D. Gold.....			.75	6.75	Lawrence Tibbett, F.D. Peach Pink.....		3.60	2.50	23.00
Cadet—C. Cream & Pink.....		2.75	.90	17.50	Lord of Autumn, I.D. Yellow.....		2.00	1.50	14.00
C. E. Wildon, F.D. Red.....		2.00	1.50	14.00	Melodie, I.D. Yellow.....	2.50		.75	6.75
Clara Barton, I.D. Lavender.....	3.80	1.90	1.20	10.00	Monmouth Radiance, I.D. Coral Pink.....		2.00	1.50	14.00
Coral Beauty, C. Coral & White.....	1.75		.65	5.00	Murphy's Masterpiece, I.D. Red.....		1.40	.90	8.25
Eagle Rock Superla, I.D. Pink.....	1.40		.65	5.00	Oriental Glory, I.D. Orange.....		1.90	1.20	10.00
Eleanor Roosevelt, I.D. Pure White.....		2.50	1.75	15.00	Palo Alto, S. C. Salmon & Gold.....	2.25		.65	5.00
Elegance, C. Yellow & Pink.....		2.75	1.90	17.50	Pink Beauty, C. Pink.....		2.75	1.90	17.50
Elissa Landi, F.D. Coral.....		2.00	1.50	14.00	Princetonian, I.D. Orange Pink.....		2.50	1.75	16.00
Emil Dokopil, I.D. Dark Lavender.....		2.50	1.75	16.00	Prosperity, S.C. Pink & Cream.....	2.80	1.40	.90	8.25
Full Moon, I.D. Yellow.....			.65	5.00	R. A. Brroonifield, I.D. Orange		1.90	1.20	10.00
Golden Eclipse, F.D. Golden.....		2.50	1.75	16.00	Radiant Sunshine, I.D. Yellow & Red.....		2.75	1.90	17.50
Good Will, C. Pink & Cream.....	2.50	1.25	.75	6.75	Rainbow Beauty, I.D. Red.....	1.50		.65	5.00
Grace O'Neil, M.C. Pink & Silver... 1935 ...		1.40	.90	8.25	Rajah, F.D. Orange & Red.....		2.00	1.50	14.00
Grandee, I.D. Yellow & Red.....		2.75	1.90	17.50	Rockleigh, I.D. Reddish Purple.....		2.75	1.90	17.50
Happy Warrior, I.D. Blood Rose.....		2.50	1.75	16.00	Ruby Taylor, I.D. Red.....	2.50	1.25	.75	6.75
Hillcrest Mandarin, I.D. Red & Yellow.....	2.50	1.25	.75	6.75	Sonny Boy, I.D. Old Rose & GOLD	3.80	1.90	1.20	10.00
James Kirby, I.D. Red.....			.65	4.50	Spot Light, I.D. Light Yellow.....	3.80	1.90	1.20	10.00
Jerome Kern, I.D. Pink & Gold.....	2.50	1.25	.75	6.75	Tacoma Beauty, F.D. Salmon.....	1.00		.65	5.00
Kaweh, F.D. Fuschia.....		1.25	.75	6.75	The Fireman, I.D. Red & Yellow.....	3.25	1.50	.90	8.25
Keno, F.D. Watermelon Pink.....		3.00	2.00	19.00	Washington Giant, I.D. Lavender.....	4.00	2.00	1.20	10.00
King of the Blacks, F.D. Dark Red.....	2.00		.65	4.50	Zion's Pride, I.D. Yellow.....		2.50	1.75	16.00

OTHER INTRODUCTIONS (Continued)

	Roots Each	Roots Doz.	Rooted Cuttings Each	Rooted Cuttings Doz.		Roots Each	Roots Doz.	Rooted Cuttings Each	Rooted Cuttings Doz.
Achievement, I.D. Autumn.....	.60		.30	2.00	Satan, S.C. Red.....	1.30		.45	3.50
A. Lincoln, S.C. Red.....	.50				Sinbad of the Sea, F.D. Red.....			.45	3.50
American Triumph, I.C. Red.....	.25	2.00	.20	1.75	The Comodore, I.D. Yellow.....	.50		.30	2.00
Aztec Glory, I.D. Yellow.....			.30	2.00	The World, F.D. Magenta & Garnet.....	.40	3.50		
Cape Henlopen Light, I.D. Yellow.....	.20				Thomas Edison, F.D. Purple.....	.55	5.00	.20	1.75
Chas. G. Reed, F.D. Red.....	.50		.20	1.75	Treasure Island, F.D. Autumn.....	.35		.20	1.75
City of Trenton, I.D. Autumn.....	.35		.20	1.75	Watching Wonder, I.D. Red.....			.45	3.00
City of Wellston, F.D. Purple.....			.45	3.00	White Wonder, I.D. White.....	1.00		.45	3.50
Coronne, M.F.D. White.....	.60				W. H. T. — F.D. Rose Pink.....	.30		.20	1.75
Donna California, F.D. Pink.....	.35		.20	1.75	<i>Not Less than Six Cuttings at the dozen rate</i>				
Dorothy Stone, F.D. Pink.....	.30		.20	1.75	Roots in Dozen Lots, not listed above —				
Dwight Morrow, F.D. Red.....	.60	5.00	.45	3.00	Clara Barton.....	\$29.00	Coral Beauty.....	15.00	
Eagle Rock Fantasy I.D. Lav. Pink.....	1.00		.45	3.50	Prosperity	21.00	Sonny Boy.....	29.00	
Eagle Rock Wonder, S.C. Salmon.....	.40		.20	1.75	<i>Not Less than Six of these Dahlias at dozen rate.</i>				
Elize L. Sheppard, I.D. Gold.....			.20	1.75	Odd lots and mixed roots from above list, all good, but names lost.				
Eva L. Quadling, I.D. Red.....	.30		.20	1.75	<i>Price \$1.00 Dozen</i>				
Florence Louise, S.C. Yellow.....	1.20		.45	3.50	Pom Poms—Amee, bronze - Atom, orange red, - Bronze Beauty,				
Fort Monmouth I.D. Red.....	.40	3.50			orange buff - Dee'Dee, lilac lavender - Helen Amita, lavender pink -				
Frazier, F.D. Red & Yellow.....	.45				Joe Fette, white - Little Edith, yellow and bronze - Mary Mums.				
Girl of Hillcrest I.D. Buff & Orange.....	.75				feeschia - Tom Thumb, red - Yellow Gem, yellow. Price 20c ea				
Good Night, I.D. Dark Red45	3.00	Orchid Flowering Dahlia Roots, mixed not named doz.....			\$1.00	
Graf Zeppeline, F.D. White.....	.50	4.50	.20	1.75	Symbols:- F.D. Formal Decorative, I.D. Informal Decorative, S.C. Semi-Cactus.				
Harry Mayer, F.D. Silvery Pink.....	.20	1.25			C. Cactus, I.C. Incurved Cactus, M. Minature, B. Ball.				
Jane Cowl, I.D. Buff & Gold20	1.25							
Jersey Beacon, F.D. Chinese Red20	1.25			Wholesale orders shipped at your risk and expense. All prices				
Jim Moore, I.D. Primrose & Salmon.....	.50		.20	1.75	are net.				
Kathleen Norris, I.D. Pink.....			.30	2.00	Our roots are Jersey field grown. All stock is guaranteed to be				
King Midas, I.D. Yellow.....	.40		.20	1.75	true to name and healthy, any proving otherwise will be cheerfully				
Maud Addams, B. Lav. & Cream.....	.20				replaced or money refunded. Cuttings should be put in four inch				
Marie, F.D. Pink.....	.25				pots as soon as received, well watered and gradually brought to the				
Marmion, I.D. Primrose Yellow.....	.20				full sunlight. Plant in garden after well established and hardened				
Mildred B. Hoover, I.D. Red.....	.60		.20	1.75	and at the proper season in your locality. Send me the name and				
Monmouth Champion, I.D. Orange.....	.40		.20	1.75	address of your Dahlia friends and members of Dahlia Societies or				
Mrs. Alf B. Seal, I.D. Violet Rose.....	.40		.20	1.75	dealers who would be interested and I will send you a liberal reward				
Myra Howard, I.D. Gold & Rose.....	.90		.45	3.00	for any who purchase from me.				
Pansey G. White, I.D. Yellow.....	.70		.20	1.75	Order early, this stock will not last long at these prices.				
Pot 'O' Gold, I.D. Yellow.....	1.40		.45	3.50	We do not substitute without your consent. No orders sent C.O.D.				
President Hoover, I.D. Peach Red40	3.50			Check, P.O. Money Order or Cash by registered mail for full amount must				
Queen of the Garden Beautiful, I.D. Yellow25		.20	1.75	accompany order.				
Robert E. Lee, F.D. Bright Red.....	.50		.30	2.00	Cuttings shipped from April 1st on. Plants May 1st. Roots later,				
Sanhican's Queen, I.D. Apricot.....	.15	1.25			unless otherwise ordered. No order for roots less than \$1.00. No order				
Santa Barbara, I.D. Pink.....			.30	2.00	for plants or cuttings for less than \$2.00.				
					Add 25c for insurance on all plant and cutting orders. I pay the				
					postage on all retail orders of \$2.00 or more.				

NO BETTER DAHLIAS AT ANY PRICE